



KMCI-TV

ORDER

Print Date 08/10/12 Page 1 of 2

Flight Dates 08/11/12-08/22/12

<u>Contract / Revision</u>	<u>307613</u>	/	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>DSCC IE</u>	<u>Estimate #</u>	1597
	08/10/12	08/10/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	DSCC			<u>Order Type</u>	GENERAL
			1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Great American Media			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A25-54
			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL PARTY
			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			<u>Agency Ref</u> 2	<u>Priority</u>	P-3
				<u>Advertiser Ref</u>	

Primary Account Executive

Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
KCPT	%		
KCTV	%		
KCWE	%		
KMBC	%		
KPXE	%		
KSHB	%		
KSMO	%		
UNKWN		100%	
WDAF	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	21	\$714.00	\$840.00	0.00	07/30/12	08/22/12	21	\$714.00	\$840.00
Totals	21	\$714.00	\$840.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 1	KMCI	08/13/12	08/22/12	M-F 10-1030a M-F 10-1030a	CM	10-1030a	MTWTF--	:30	2	\$40.00	P-2	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWTF--		2	\$40.00			0.00					
		Week: 08/18/12	08/24/12	MTW----		2	\$40.00			0.00					
N 2	KMCI	08/13/12	08/22/12	M-F 12-1p NBC Action News Midday	CM	12-1p	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	7	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWTF--		4	\$40.00			0.00					
		Week: 08/18/12	08/24/12	MTW----		3	\$40.00			0.00					
N 3	KMCI	08/13/12	08/22/12	M-F 2-230p M-F 2-230p	CM	2-230p	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWTF--		2	\$40.00			0.00					
		Week: 08/18/12	08/24/12	MTW----		3	\$40.00			0.00					



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Contract / Revision 307613 Flight Dates 08/11/12-08/22/12Hiatus DatesOriginal Date / Revision 08/10/12/ 08/10/12Order Sep 00:20:00Advertiser DSCCProduct DSCC IEEstimate # 1597

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 3	KMCI	08/13/12	08/22/12	M-F 2-230p M-F 2-230p	CM	2-230p	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 08/11/12	08/17/12	MTWTF--		2	\$40.00		0.00						
		Week: 08/18/12	08/24/12	MTW----		2	\$40.00		0.00						
N 4	KMCI	08/13/12	08/22/12	M-F 230-3p M-F 230-3p	CM	230-3p	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 08/11/12	08/17/12	MTWTF--		3	\$40.00		0.00						
		Week: 08/18/12	08/24/12	MTW----		3	\$40.00		0.00						
Totals														21	\$840.00